



Booking Engine Advisory Group

MEETING NOTES: Wednesday, November 13, 2013 • 3:00-4:30 pm • Greater Williamsburg Chamber, Williamsburg, VA

Group Members Attending

Booking Engine Co-Chairs: Julie O'Neil, Kristi Olsen

Director, Destination Marketing: Corrina Ferguson

Group Members Present: Joan Heikens, Cathy Waltrip, Virginia Williams

Group Members Absent: Jean Ray Lucca

Chamber Staff: Bob Harris

Other Staff: Dave Potter

Guests: Ron Kirkland

1. Julie O'Neil called the meeting to order and welcomed Virginia Williams to the group.

2. Training Schedule for 2014

The chairs recommended to do a webinar in March, onsite training in May and the end of August. In preparation, the primary training presentation will be updated. Joan Heikens will route for revisions. Kristi will contact aRes Call Center managers to review best methods for agents to view training materials (preferably with links to updated sites, rather than Powerpoints which can get outdated quickly.)

3. Web User test results update

a. Caching issue with programming – When going through the booking function input data changes. The group was asked to do testing, reporting back to Corrina any issues and specifics such as web browser used.

b. Photos once inside the BE – Once on the booking engine site, the header image requires the user to scroll down to begin the booking process. The group decided to improve the booking process by eliminating this image moving the booking information above the fold.

4. Site ID's – use for seasonal theming

Group briefly reviewed different package pages available on the aRes site and how they are organized by various Site Id's. Group agreed to increase seasonal package pages to the following five seasons: Winter (January-March), Spring (April-May), Summer (Memorial Day to Labor Day), Fall (September-October) and Christmas / Holiday (November-December). Joan will work with Corrina to accurately include appropriate packages on each of the seasonal pages. Corrina will work with Joanna to create accompanying "Deals & Packages" pages on the VW.com section of the website.

5. Packaging Brainstorming

a. The VW.com Deals & Packages page – improve design of our page by consolidating white space and copy.

b. Functionality improvements to share with aRes – As a starting point, the group will search for information previously generated for recommended booking engine changes, revise and add any additional input returning to Corrina.

6. Next meeting will be Wednesday January 8, 3:00 PM @ GWCTA.

There being no further business the Advisory Group Adjourned.